

# Logging Tools AND Rafting Supplies

Oshkosh Tools  
Plymouth Rope  
Chain Dogs  
Spikes, Etc.

Our Ample Stock  
Insures Prompt Shipment

**The Riechman-Crosby Co.**  
Memphis, Tenn. Helena, Ark.  
Stock at Both Places

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# DELCO LIGHT

## Retrospective and Prospective

### The First Organized Effort To Make Electricity Available For Every Farm."

Five years ago when Delco-Light came to Memphis, opened a sales office and organized a sales force for the sale of individual electric lighting plants, the above was the motto.

During these five years they have installed over three thousand Delco-Light plants in the Memphis territory. These were installed in farm homes, schools, churches, country stores, gins, etc., etc. Of course, electric lighting plants had been sold before they brought Delco-Light, but they were the first to make an organized and determined effort to make electricity available for the farm home. How they planned is best evidenced by the fact that during the first ten years of their business they sold more electric lighting plants than had been sold in the previous ten years by other concerns.

The local organization now has about forty travelling men, making regular rounds of service throughout Western Tennessee, Northern Mississippi and Eastern Arkansas. Most of these men have seen the success grow and the reputation of this company increase as their territory developed, and each of them

has made lasting friendships among rural folks. Not because they sold them a piece of machinery made of steel, copper and iron, but because of the service that that piece of machinery gave to them, and the joy it brought into their home.

Delco-Light is now sold in the four corners of the world. Sales offices are established in nearly every country on the face of the earth, and the merry put-put-put of the exhaust can be heard in tropical climates and in the frozen north, in the effete east and in the west, of which we are a part.

The Delco-Light Company is a part of the General Motors Corporation, which is one of the largest corporations in the world. The business is a stable and lasting one. They are not here to make all the sales they can and then leave, but are here to stay and will always be able to give their customers the best of service at all times.

Delco-Light is the only real lighting plant put on the market and will be the last to leave. The Memphis office is located at 251 Monroe Avenue, and is under the management of Mr. Henry R. Colby.

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The advertisement features a large illustration of a horse's head in profile, facing right, enclosed within a circular frame. Below the head, the name "DAN PATCH'S" is written in a curved banner. The horse's head is positioned above a large, detailed illustration of a feed bag. The bag has a label with a circular logo in the center. The logo contains a horse's head and the words "DAN PATCH'S" and "SPECIAL HORSE FEED". Above the logo, the text "100 LBS. NET" is visible, and to the right, "WHEN PACKED". Below the logo, the text "MANUFACTURED BY INTERNATIONAL SUGAR FEED CO. MEMPHIS, TENN." is printed. At the bottom of the label, the ingredients are listed: "INGREDIENTS: CRACKED CORN, OATS, ALFALFA MEAL, CANE MOLASSES & SALT."

## THE KING OF HORSE FEEDS

Dan Patch is a general purpose feed—supplies heavy draft animals with necessary flesh, energy, strength and endurance to do hard work. Complete, ready to feed without messy mixing—It is more economical than straight grain, because it's a balanced ration.

Sold by Dealers Everywhere "In Saw Tooth Border Bags"

**COLE-McINTYRE-NORFLEET CO.**  
WHOLESALE DISTRIBUTORS MEMPHIS

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